



THE NEW
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CANDY DAY

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For the purpose of educating the public regarding the value of candy as food, about a year ago a gathering of confectioners decided that one day in the early part of October of each year should be set apart as NATIONAL CANDY DAY, and it is very likely that the day will be observed for all time. This year OCTOBER 6 is Candy Day and it is expected that the people will partake freely of the delicious product.

In New York a short time ago, according to report, an old lady, grim and haggard, appeared on a certain street with a United States flag pinned to her waist and made the following utterances on Candy:

"I used to refer to the fact that I am an old woman. Cut it out! I was born on an island in the Southern Pacific. I married an American, I am an American. I am 82 years old, but as to being an 'old woman,' cut it out! My business here is to call attention to the rich woman's invitation for the poor women to meet them in the lecture room of National History, that they may be taught how that 'stink-weed' as a vegetable and shark liver, as meat, should be used in these times to reduce the cost of living.

"Think of it! Stink weed and shark livers! Now why does a child cry for candy? Why do we all eat candy from the cradle to the grave? Simply because candy, sugar, is a great source of energy. When a man gets beyond what the world calls his 'candy age' he is introduced to whiskey.

"As grain or beets are the cheapest source of starch, SUGAR, in the United States, distilled liquors, including both whiskey and alcohol, are principally made from them.

"That is, SUGAR is an element that, in its application, sustains ENERGY. Men are driven by force of circumstances to sustain ENERGY. That is why men, like children, have a 'sweet tooth.' They eat CANDY. 'GIVE 'EM CANDY.'"



NATIONWIDE
CANDY DAY

SATURDAY, OCT. 6.
Take home a box of

Wistaria

Delicious Chocolates

Send Utah-Made Candy To The Soldier Boys

Utah's soldiers, either on the battlefields of Europe, the troop ships of the Atlantic, the training camps of western states, will appreciate a gift of Utah-made candy made from Utha-made sugar that is secured from Utah-grown sugar beets.

The government has declared that sugar, especially in the form of candy, is the essential for securing and maintaining that energy, that thorough life for which the American soldier is world-famed. Candy is not only a delicacy to the soldiers, it is an essential of their diet for they need that energy-creating food every day. When you write to them, tell them you are sending along a supply, either made at home from "Table and Preserving" Sugar or in one of Utah's great candy factories from this same sugar.

As candy is so thoroughly appreciated, so much needed by the soldiers in training camps, you have a partial view of the reason for candy becoming one of America's great foods—it builds real, true American energy. That's the reason you like this sweet, tasty product.

Utah-Made Candy From
Utah-Made Sugar For
Utah's Soldiers



CANDY IS GOOD FOR
THE KIDDIES.

"Give 'em candy, all of
'em." That talk has the
right ring to it.

Eat plenty of candy tomorrow—NATIONAL CANDY DAY. Come to our store.
We've got lots of it. Got it just for you. Come on. Let's eat it.

WILSON BROS. COMPANY
Grocers and Confectioners.

Wall Avenue and Twenty-eighth Street.

Phones 626-627



We make our own
candy. We make the
Best.

Try our Bitter-Sweet
and Milk Chocolate.

Orpheum Candy Co.
2522 Washington Ave.
Phone 1941

Candy Day Made National By Utah Men

At the NATIONAL CONFECTIONERS' CONVENTION held in
Detroit, Michigan, a year ago last May

A UTAH MANUFACTURER suggested a National Candy Day.
SHUPE-WILLIAMS CANDY CO., being represented by James
Wotherspoon, Secretary, strongly supported the proposition
for the reason that

UTAH CLIMATE is most favorable for Chocolate and Candy-making.
The air being dry and free from micro-organisms of all kinds,
on account of less moisture in our atmosphere than elsewhere.
For this reason there is a national demand for

**U-tah-na Chocolates
and Candies**

And a NATIONAL Candy Day is in keeping with our National
reputation.

CANDY FACTORY IS
CLEANEST IN STATE

A survey of the food producing and
manufacturing plants of the city has
been made this week by Walter E.
Boyden, state dairy and food commis-
sioner and George Shorten, city sani-
tary inspector. They report every
plant visited to be in first class con-
dition as regards sanitation.

Special mention was made of the
Shupe-Williams candy factory. It is
reported to be the finest, cleanest and
most sanitary candy factory in the en-
tire state.—Reproduced from the Og-
den Standard, September 13, 1917.

The Eyes of The Nation
Are on Utah

And we ask her people to celebrate her creation of a

National Candy Day

(Saturday, Oct. 6th, This Year)

And buy their best friends a box of U-TAH-NA CHOCOLATES.
Nothing will be more appreciated by

Our Soldier Boy's

than a box of Chocolates from home.
Our Dollar Box of Paul Revere, Golden Spike, Brazil Nuts, in cream
and chocolate dipped almonds, are packed in individual
cartons ready to send by mail or express.

Shupe-Williams Candy Co.

(The Finest, Cleanest and Most Sanitary Candy Factory in the State.)